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**Isobar's iProspect expands into Germany  
with acquisition of rmsarcar.com in search engine marketing**

Aegis Group plc ("Aegis"), the marketing communications group, today announces the acquisition of search engine marketing specialist rmsarcar.com in Germany. rmsarcar.com has gross assets of €5.0m.

Established in 2004, rmsarcar.com is one of the leading German agencies specialising in search marketing, including search engine optimisation. With expertise across the travel, dating, retail, finance and insurance industries, rmsarcar.com's clients include Scout24, Skyeurope and TUI.com.

Following the acquisition, rmsarcar.com's staff will undergo training and certification to become part of the Isobar-owned network of iProspect search specialists and upon completion, will re-brand as iProspect Germany. The addition of iProspect Germany will take the Isobar search marketing network to a total of 69 offices in 38 countries with some 600 search marketing specialists worldwide.

Commenting on the acquisition, Robert Lerwill, ceo of Aegis, said:  
*"Search engine marketing is forecast to account for over half of the total German online market by 2009. Our successful acquisition of iProspect in 2004 has put us ahead in search engine marketing expertise. We are now in the process of turning iProspect into a global brand, with a presence across the US, Europe and Asia already established. Today's acquisition gives us a significant foothold in Germany, fast-tracking our expertise, bringing in local client relationships and enabling us to offer the full iProspect services to all our clients in Germany."*

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